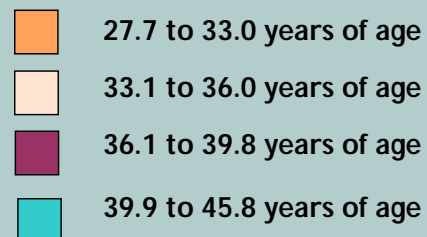
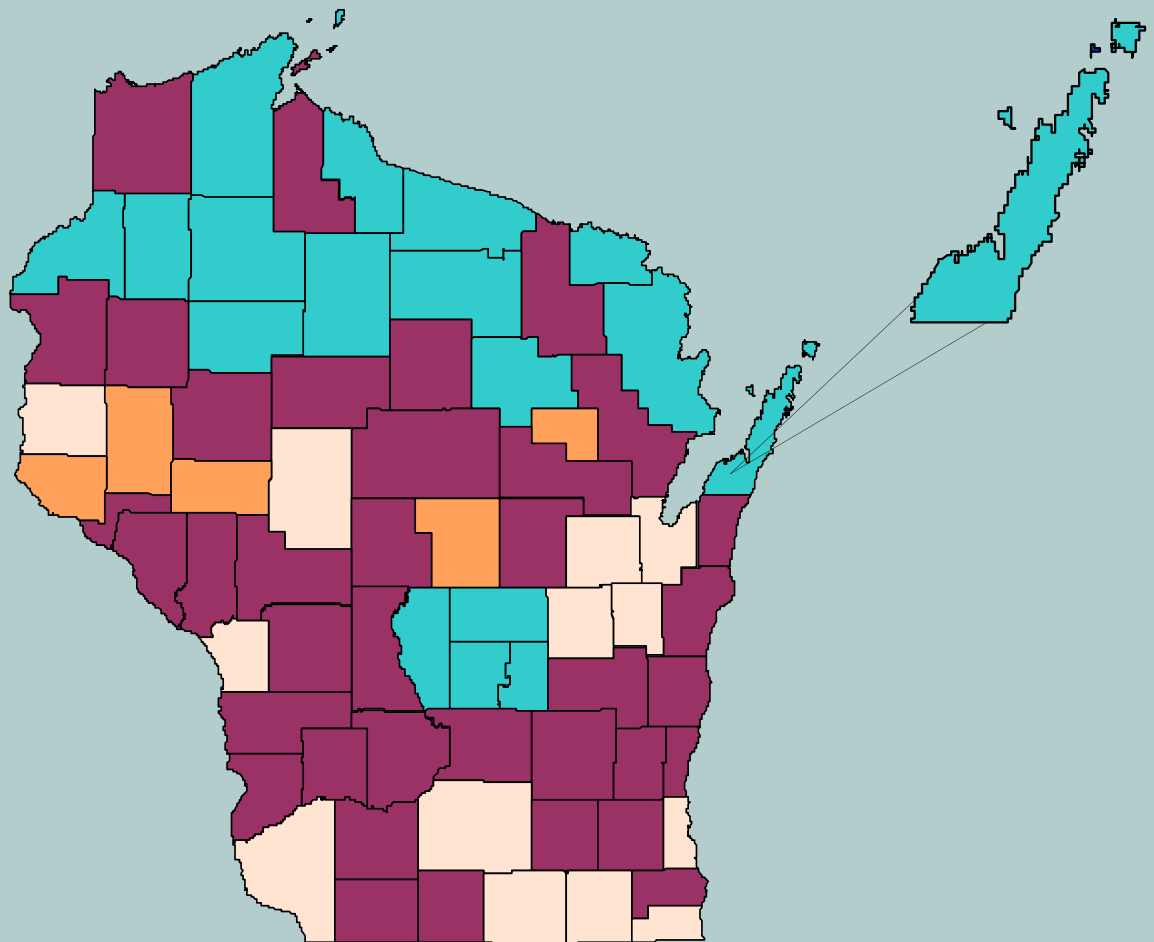


# Door County Workforce Profile

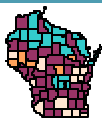
Median Age by County, 2000



Source: Census 2000 of the United States

Your complete  
guide to the  
state of the  
labor force of  
today and a  
glimpse into  
the economy of  
tomorrow.





## County Population

The growth rate for Door County's population grew at a slower pace between 1990 and 2000 than either the State of Wisconsin and the U.S. The State increased in population by 9.65 percent compared to 8.8 percent for the County. The population had a total increase of 2,271 during the decade. The growth rate has picked up and has outpaced the state and nation during the year since the 2000 census. Growing at 0.9 percent between April and January 2001.

The majority of the County's growth since the census came primarily as a result of people moving to the county. In-migration plays an important role in the growth of the county as a large portion of the residents in the county are past the prime age of starting a family.

The number of deaths in the county during the 1990's surpassed the number of births recorded. This leaves an older population for the county, which has an impact on the area's labor force and services needed by the population. During the last ten years the population has had a decline of 313 in population based natural increase. This is a measurement of births minus deaths. This was offset

with an increase of population due to in-migration of 2,583 for a net population increase of 2,270.

Since the census, eight of the ten largest municipalities in the county have had a growth rate higher than the county, while one municipality had a decrease in population over the last year. The actual change in their populations was quite minimal. The largest change was in the City of Sturgeon Bay, which had a increase of 40 residents. The Town of Nasewaupee was the only municipality with a decrease as it declined by one in its population over the last year. Not all population changes are the result of births, deaths or people moving, in some cases, population changes may be due to a change in boundary between municipalities.

The U. S. Bureau of Labor Force Statistics defines the labor force aged population as the sum of all employed and unemployed persons who are 16 years old and older. (People who are not working includes people who are unemployed and people who are not in the labor force. Examples of people who are not working, but who are not unemployed are retirees or people who choose not to work.)

(Continued on page 2)

### Total Population

	2000 Census	January 1, 2001 Estimate	Percent change
United States	281,421,906	283,474,000	0.7%
Wisconsin	5,363,675	5,400,449	0.7%
Door County	27,961	28,220	0.9%

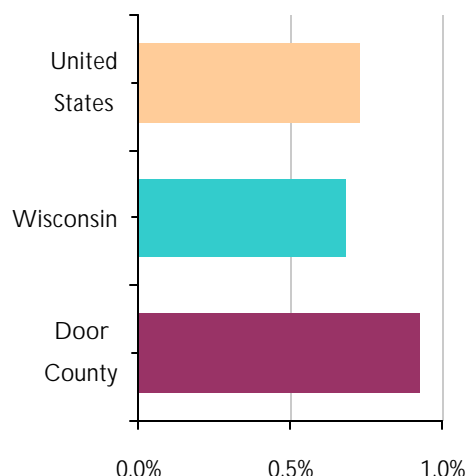
### Ten Largest Municipalities

Sturgeon Bay, City	9,437	9,477	0.4%
Sevastopol, Town	2,667	2,698	1.2%
Liberty Grove, Town	1,858	1,880	1.2%
Nasewaupee, Town	1,873	1,872	-0.1%
Egg Harbor, Town	1,194	1,228	2.8%
Gardner, Town	1,197	1,213	1.3%
Brussels, Town	1,112	1,127	1.3%
Forestville, Town	1,086	1,102	1.5%
Gibraltar, Town	1,063	1,085	2.1%
Baileys Harbor, Town	1,003	1,015	1.2%

\* Door portion only

Source: Wisconsin Department of Administration, Demographic Services, 2002

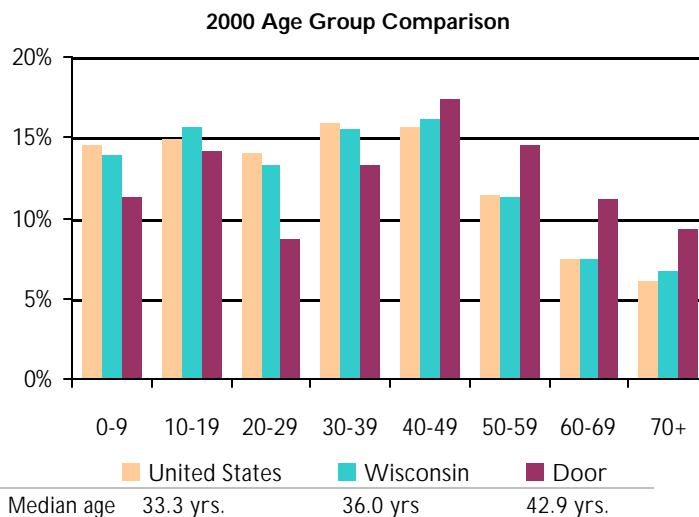
### Population Growth 2000-2001





When you look at the chart on the right of Door County age group comparison, it is easy to note that the county has a lower percent of its population below age 39 than either the state or the nation. It has a higher percent of its population in the age groups over age 40. This is reflected in the median age of the County at 42.9 years. This is 9.6 years above the national average and 6.9 years more than the State.

Currently the largest segment of the population that is labor force age is over 65 years of age with 24 percent of the population. The smallest portion of the labor force aged population is the 16 to 24 aged population with eleven percent of the workers. This is less than the 15 percent of the population aged 55 to 64 years that will most likely be retiring in the next ten years. The younger labor force, already outnumbered by the potential number of retirees provides a challenge for continued workers and economic development in the area. A number in the 16-24 year old age bracket may leave the area for schooling or other employment rather than enter the local labor market. This is likely to exacerbate already existing problems of available workers as well as in the future. Maintaining this



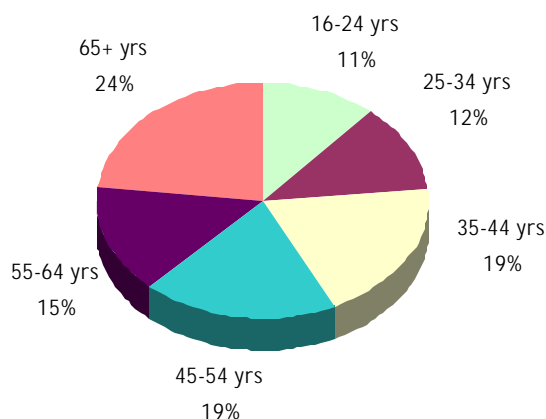
Source: US Department of Commerce, Census Bureau, *Census 2000*

population will provide challenges for local planners.

At the same time, the large portion of the older aged group will have an impact on the services the county will need to look at. Although additional services may be required for this population, they also provide a resource of experience that the county may be able to tap into.

## County Civilian Labor Force

**Door County Labor Force Age Groups**

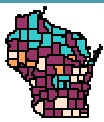


Source: US Dept. of Commerce, Census Bureau, *Census 2000*

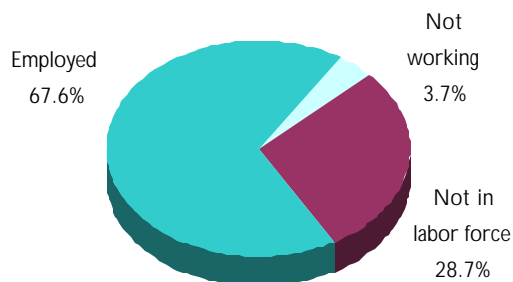
The labor force is a subset of the county's total population, and includes only residents age 16 and older that are working or looking for work. The size and make-up of the labor force in the county is quite dynamic, changing from month to month due to the seasonal demands of the area's economy. Door has one of the most dynamic labor forces in the state, fluctuating as much as 25 percent with the seasons and economy.

During 2001, the average size of the labor force in the County was 16,100. However, the availability of workers changes each month of the year. Normally the winter months of January and February experience the lowest number of workers in the labor force. This coincides with the number of jobs avail-

(Continued on page 3)

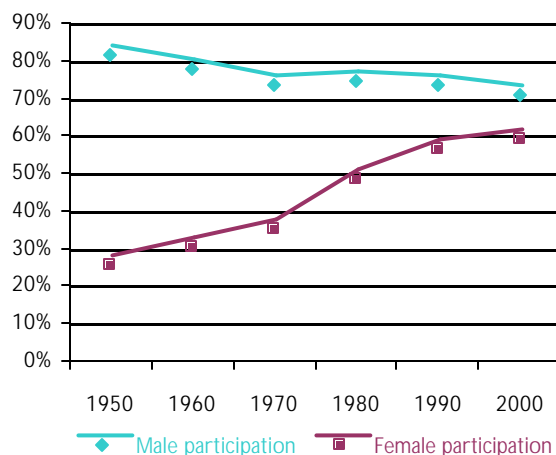


### 2001 Labor Force Participation



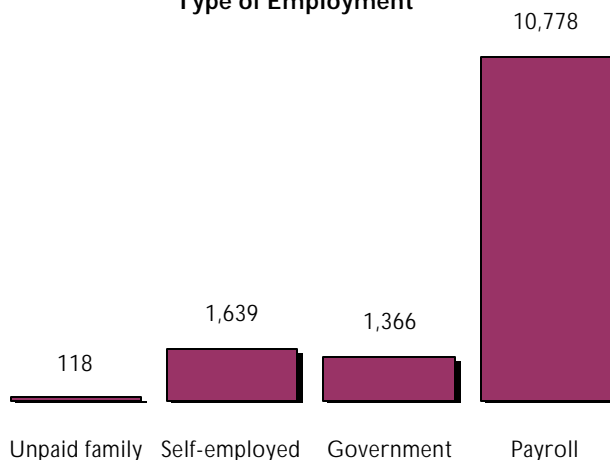
Source: Estimated from WI Dept. of Administration population estimates, Jan. 2001, US Census Bureau, and WI Local Area Unemployment Statistics.

### Labor Force Participation of Male and Female Residents



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

### Type of Employment



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

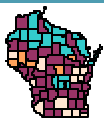
able during these months. The converse of this is May, June, July and August when tourism, food production and construction are at their peak. This in turn and boosts employment to its highest levels, and the labor force expands to meet this need.

During the last five years, the unemployment rate in Door County has reflected state and national trends, although the rate has remained just slightly higher during this time. The rate did decline between 1996 and 1999. However, in 2000 and 2001, this trend reversed and the rate increased. This matches the state's pattern, but seems to have preceded the nationwide recession a bit. There were some signs of slowing in the state's and county's economies beginning in the middle of 2000.

The term used to describe the relationship between the labor force and population is the participation rate. Door County's participation rate is higher than that of the United States, but below the State of Wisconsin. The participation rate in Door County's labor force was 71.3 percent. This compares with the United State's participation rate of 66.9 percent, and the state's rate of 73.5 percent. Like the labor force, this may vary throughout the year with a higher participation during the peak summer months and lower levels during the "off season". Participation rates are affected by changes in the economic conditions, as well the demographic conditions of an area such as age and gender of the population.

During the last fifty years, the participation of females in the labor force has increased dramatically in the United States, Wisconsin and Door County. Each decade the percent of women that have been in the labor force has increased, while that for men has declined slightly. In 1950, less than 30 percent of women participated in the labor force, while men had a participation rate above 80 percent. In 2000, the participation rate for women climbed nearly 30 percentage point to just under 60 percent, while men's participation in the labor force has dropped by over ten percentage points to just over 70 percent. Men have had declining participation rates for several reasons. In Door County, the large population of individuals over age 65 would indicate that some of the decline is from retirees moving to the

(Continued on page 4)



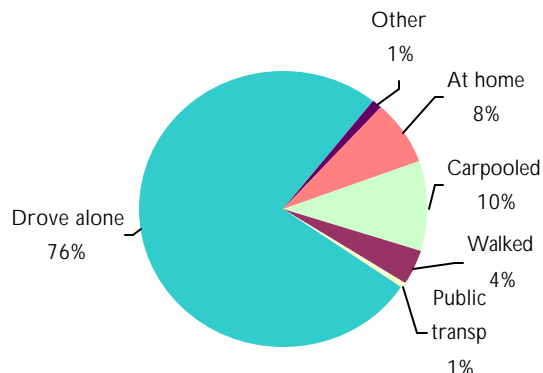
## State of Wisconsin - Door County

area. While women have increased their participation in the labor force because of increased opportunities.

Like most areas, the majority of workers in Door County are employed by some sort of private business and are considered payroll employees. In Door, this makes up 77.5 percent of those employed, while another 9.8 percent of the workers are employed by a government unit. Government employment includes all services such as police, fire, social services, education, postal service as provided by federal state, county, city and village government units. The percent of self employed workers in the county was 11.8 percent. This is almost double the state average of 6.1 percent and most likely reflects the unique economy of Door County.

At the time of this writing, commuting patterns at the county level were not available. However the method of how workers get to work was available. Both are important in planning growth of communities and in recruitment and economic development of an area. In 1990, Door County had nearly an even exchange of workers leaving and entering the

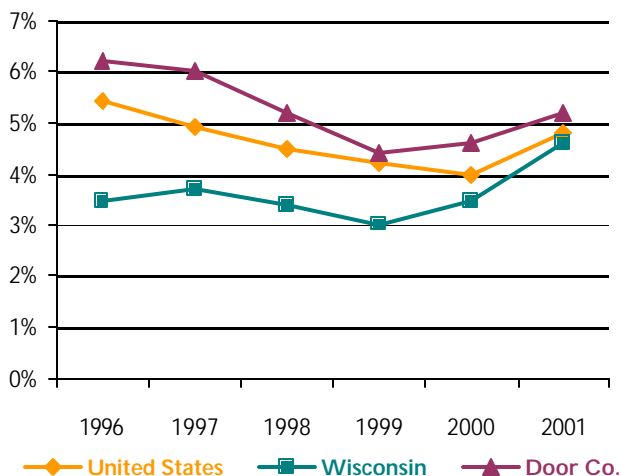
### County Travel-to-Work Patterns



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

county on a daily basis for employment. The majority of the workers left the county for work went to Brown County. This pattern most likely has continued, although with the population growth near to Green Bay, it is possible that the county may be experiencing more of a loss of workers, as workers may move to Door for housing, while maintaining their employment in Green Bay. The county has the advantage of smaller communities, although there may not be a large advantage in the cost of housing between the two areas.

### Unemployment Rate Comparison



Based on the 2000 Census, 76 percent of workers in the county drove to their place of employment alone. Ten percent of the workers carpoolled, very close to the state average of 9.9 percent. Only 0.8 percent of workers took some form of public transportation. This is well below the state average of 2.0 percent primarily due to the lack of the availability of public transportation in the area.

### Door County Civilian Labor Force Data

	1996	1997	1998	1999	2000	2001
Labor Force	15,600	15,700	15,700	15,200	15,500	16,100
Employed	14,600	14,800	14,800	14,600	14,800	15,300
Unemployed	970	950	820	660	710	830
Unemployment Rate	6.2%	6.0%	5.2%	4.4%	4.6%	5.2%

Source: WI Department of Workforce Development, Local Area Unemployment Statistics, revised March 2002



## County Industry Employment

### Nonfarm Wage and Salary Employment

	1996	1997	1998	1999	2000	2001	Percent change	
							1 year	5 year
<b>Total</b>	11,986	12,352	12,728	13,078	13,349	13,746	3.0%	14.7%
<b>Goods Producing</b>	3,094	3,076	3,117	3,355	3,533	3,491	-1.2%	12.8%
Construction & Mining	747	796	815	902	953	906	-4.9%	21.3%
Manufacturing	2,347	2,280	2,301	2,452	2,580	2,585	0.2%	10.1%
Durable	2,159	2,070	2,061	2,200	2,294	2,304	0.4%	6.7%
Nondurable	188	210	240	252	286	281	-1.8%	49.1%
<b>Service Producing</b>	8,892	9,276	9,611	9,724	9,815	10,255	4.5%	15.3%
Transportation, Communications & Utilities	207	199	215	198	230	194	-15.7%	-6.0%
Total Trade	3,321	3,483	3,577	3,605	3,315	3,625	9.3%	9.1%
Wholesale	267	276	269	257	247	257	3.9%	-4.0%
Retail	3,054	3,207	3,308	3,348	3,068	3,368	9.8%	10.3%
Finance, Insurance, and Real Estate	451	478	513	586	692	734	6.1%	62.7%
Services & Misc.	3,387	3,529	3,663	3,701	3,879	3,959	2.1%	16.9%
Total Government	1,526	1,587	1,643	1,634	1,699	1,743	2.6%	14.2%

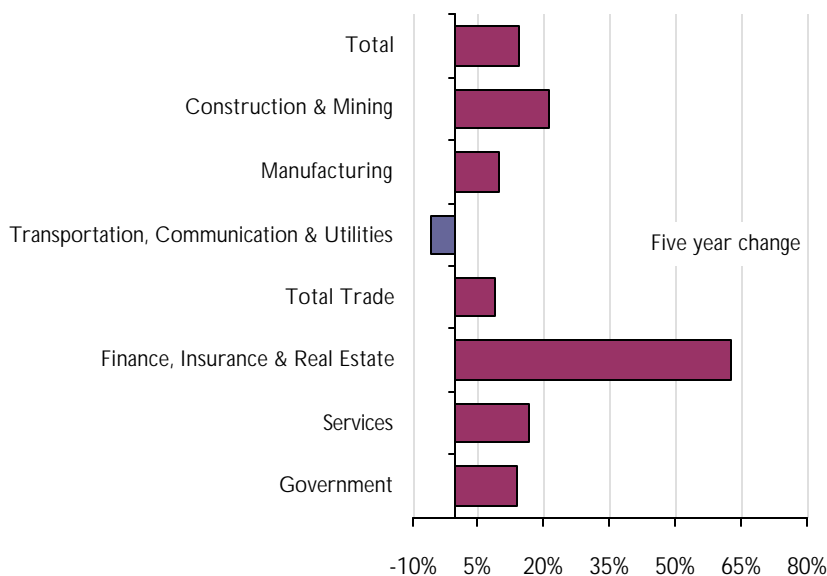
Source: WI Department of Workforce Development, Nonfarm wage and salary estimates, revised March 2002

Nonfarm wage and salary employment measures the number of jobs within a county excluding agricultural, military, and self-employed workers. This data measures the number of jobs within the county without consideration of where the job-holder lives or if the job holder has multiple jobs. This information is often referred to as "place of work" data, al-

though it is often referred to as payroll employment.

In the last five years, the number of jobs has increased by nearly 15 percent. Even as the U.S. and Wisconsin have experienced weakness in the economy, jobs in the county increased by three percent in 2001.

### Employment Change by Industry Division: 1996 to 2001



Nondurable goods and finance, insurance, and real estate have had the highest growth rates in Door County during the last five years. While these industries may have grown faster, the most jobs have been added in the services and miscellaneous industry, with an increase of 572 jobs. This was followed closely by retail trade with 314 jobs. Both of these industries are closely related to tourism.

Jobs in the retail industry tend to fluctuate a great deal not only from season to season, but also from year to year. Employment is very dependant on tourism, which varies greatly as it is influenced by the weather and the condition of the nation's economic well being.

Source: WI DWD, Nonfarm wage and salary estimates, revised March 2002



### Top 10 Employers - 2001

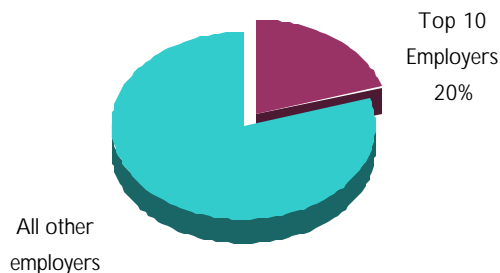
Company	Product or Service	Size
Door County Memorial Hospital	Health Care Services	250-499
County of Door	Government Services	250-499
Manitowoc Marine Group LLC	Transportation Equipment	250-499
Hatco Corp.	Manufacturing	250-499
School District of Sturgeon Bay	Educational Services	250-499
Palmer Johnson Inc.	Transportation Equipment	100-249
Southern Door Public School	Educational Services	100-249
Emerson	Electrical Equipment Manufacturing	100-249
Baylake Bank	Finance	100-249
Wal-Mart Associates Inc.	Retail Trade	100-249

### Top 10 Industry Groups

Industry Group	March 2001		Numeric change	
	Employers	Employees	1-year	5-year
Eating and Drinking Places	86	976	26	148
Health Services	33	841	16	-122
Educational Services	10	818	6	48
Hotels and other Lodging Places	71	725	25	92
Industrial Machinery and Equipment	9	663	27	145
Transportation Equipment	6	646	30	365
Executive, Legislative, and General	15	549	24	96
Special Trade Contractors	75	488	1	136
Fabricated Metal Products	10	468	-22	121
Food Stores	21	397	15	27

\*data suppressed to maintain confidentiality

**Top 10 Employers' Share of Nonfarm Employment 2001**



**Top 10 Industry Group Share of Nonfarm Employment**



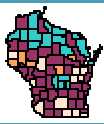
Source: WI Department of Workforce Development, ES-202 file tape, December 2001

There were over 1,250 employers in Door County during 2001. This includes over 60 government units. When you look at just the ten largest employers in the county you are looking at less than one percent of all of the employers in the county, yet these ten employers provided 20 percent of the county's jobs. This makes changes in the make up of these companies very important to the on-going economy and well being of the county. Four of the

largest employers in the county are manufacturing, while only one represents retail trade, and while influenced by tourism, this particular retail outlet is not directly related to it. Three of the county's largest employers are government related. This is quite typical to have county government and schools on the list of top ten employers for most counties. One employer is in health care and the

(Continued on page 7)





## State of Wisconsin - Door County

last one is in financial services. The largest employer, Door County Memorial Hospital with over 500 workers.

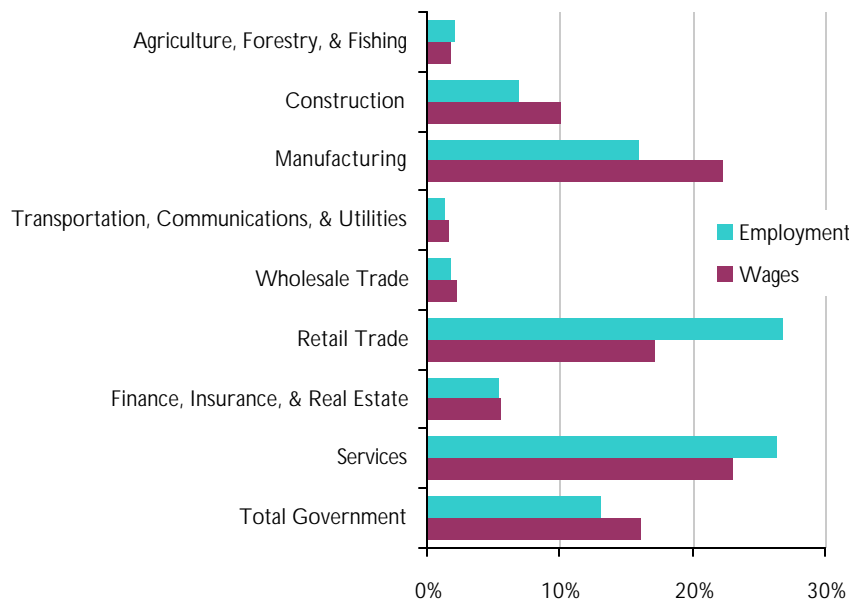
\* \* \* \* \*

Industry groups include all of the employers that produce or provide a like service. Industries are divided into over 80 different industry groups. The ten largest industries in Door provide 48 percent of the jobs in the county. With tourism as a major

business in Door County, it is not surprising to see that that eating and drinking establishments employ the largest number of workers in the county. Hotels and other lodging places also related to tourism ranks fourth on the list for employment. Manufacturing had four industry groups on the list and remains an important part of the county's economy. Transportation equipment had the largest employment growth during the last five years of all the groups.

The average annual wage in Door increased 1.9 percent during the last year and was at 70.8 percent of the state average. Average wages may vary between years and areas for many reasons, including differences in the number of hours worked, types of jobs and differences in hourly wages. This is true when comparing industries such as manufacturing wages to retail trade wages, where manufacturing provides a higher share of the area's wages per employee than retail trade does.

**Employment & Wage Distribution by Industry Division**



**Annual Average Wage By Industry Division**

	Door Co. Annual Average Wage	Wisconsin Annual Average Wage	Percent of State Average	1-year percent change	5-year percent change
All Industries*	\$ 21,904	\$ 30,922	70.8%	1.9%	20.7%
Agriculture, Forestry, & Fishing	\$ 18,965	\$ 22,565	84.0%	4.1%	22.7%
Construction	\$ 31,648	\$ 39,011	81.1%	3.8%	25.8%
Manufacturing	\$ 30,579	\$ 39,739	77.0%	1.1%	20.3%
Transportation, Communications, & Utilities	\$ 26,062	\$ 36,639	71.1%	2.4%	23.7%
Wholesale Trade	\$ 26,316	\$ 40,521	64.9%	-2.1%	7.9%
Retail Trade	\$ 14,015	\$ 14,596	96.0%	2.0%	21.4%
Finance, Insurance, & Real estate	\$ 22,453	\$ 40,933	54.9%	-0.2%	9.6%
Services	\$ 19,116	\$ 28,775	66.4%	3.2%	22.2%
Total Government	\$ 27,040	\$ 33,785	80.0%	4.3%	10.3%

\* Mining excluded from table since wages were suppressed to maintain confidentiality in every county

Source: WI DWD, *Employment, Wages, and Taxes Due covered by Wisconsin's U.C. Law, 2002*





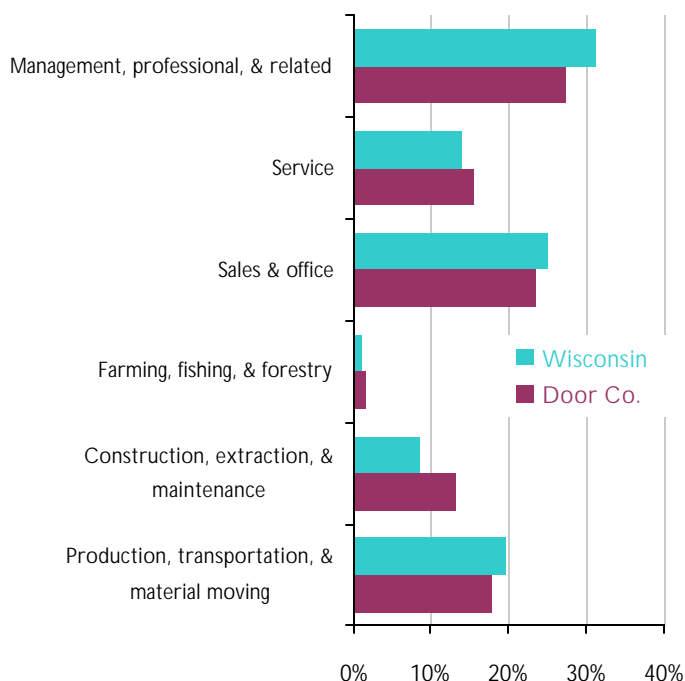
## Occupation and Education Characteristics of County Population

Two additional factors that are vital to the composition of Door County's workforce are the occupational distribution of the labor force and the educational attainment of the county's population. The occupational distribution, which consists of information collected from Census 2000 is illustrated in the chart to the right.

A number of interesting points can be made about this distribution. First, a relatively smaller percentage of the population is employed in production, transportation and material moving occupations than the state. This suggests that the county's economy and employment needs are different than the state's. The county also smaller percentage of workers employed in the management and professional occupations, as well as workers in sales and office positions than the state. The larger share of workers in construction points to a high demand for construction, in both residential and commercial construction in the county.

This leaves a higher percentage of workers in the service industry, which would relate to tourism. The lower percent in sales and office, may be due to the combination of occupations. While Door County may have a higher percent of workers in sales, the percent in office workers probably pulls this down below the state average.

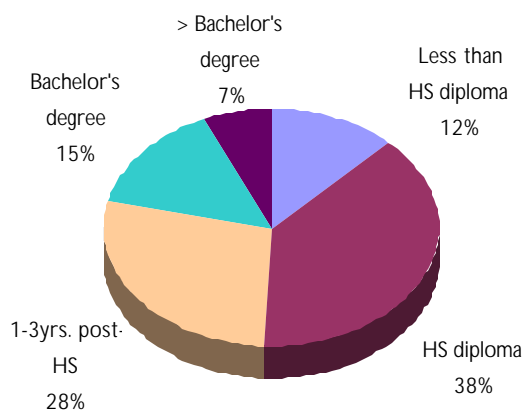
Employment by Occupation Group: 2000



US Department of Commerce, Census 2000

Shifting from occupations to educational attainment, the distribution of the population aged 25 and over by highest level attained. Given the importance of manufacturing, sales, service and other traditional industries in Door County, the large share of the population possessing a high school diploma is not surprising.

Education Attainment in 2000



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

The number of workers with advanced degrees is comparable to the state average. The breakdown of businesses and employment does not totally support this high of education in the area. It is possible that a portion of this population may be retired or commuting out of the county for work. Another area with a high percentage of the population is the 28 percent with one to three years of post high school education. This would include those with associate degrees and vocational degrees from the technical college.



## County Income Information

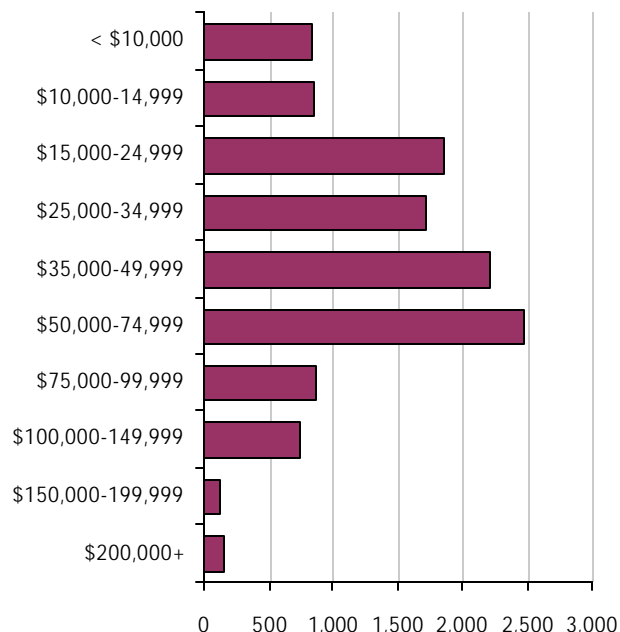
A final, yet vitally important factor to consider when examining the Door County workforce is the income level of the population. This is measured by a variety of means. The first, and perhaps one of the most popular calculations is that of median household income. The distribution to the right represents the distribution of household income in the county as reported in Census 2000. In 2000, the median household income of Door County was \$38,812. This is lower than the state average of \$43,286. A logical explanation for this disparity harkens back to the discussion of average annual wages in the county, which are also lower than the state average as well as the high percent of the county's population over age 65.

Another indication of income in the county is per capita personal income (PCPI), which includes sources of income other than salary and wages. In 2000, the PCPI of Door County was \$27,720, which is lower than both the state and nation.

In Door County, the sources of income are well below in the net earnings portion compared to the state or nation. The primary source here are wages. At the same time, percent of income coming from the dividends, interest, and rent portion of income is much higher than the state and nation. The percent of PCPI that comes from transfer payments is higher than both the state and nation. This

### Households by Income Range

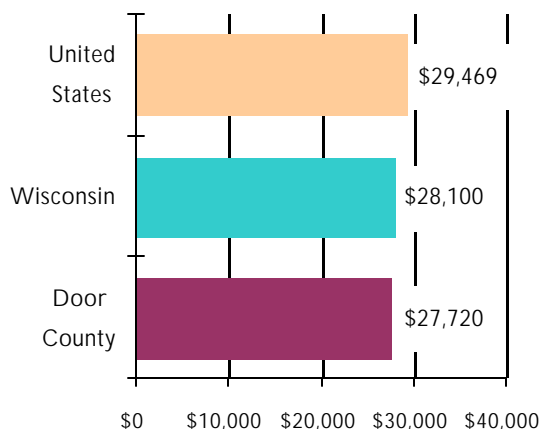
Median household income in Door Co. \$38,812



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

is consistent with the age of county residents, since a large portion of transfer payments would be through social security. However as a higher percent of the population is over age 65 than the state, this would tend to lower both per capita and household incomes below the state average along with lower wages in the county.

### Per Capita Personal Income 2000



Source: US Department of Commerce, Bureau of Economic Analysis

### Components of Total Personal Income: 2000

